

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Cancelled).
2. (Previously Presented) The method of Claim 21, wherein the geographic areas are identified by zip codes.
3. (Cancelled).
4. (Cancelled)
5. (Previously Presented) The method of Claim 21, further comprising:
displaying a map that identifies the at least one geographic areas served by the receiver unit having the particular ID.
6. (Previously Presented) The method of Claim 21, further comprising:
using the at least one geographic area served by the receiver unit having the particular ID to identify demographic information associated with the at least one geographic area; and
associating the demographic information with the receiver unit having the particular ID.
- 7.-9. (Cancelled)
10. (Previously Presented) A system for determining at least one geographic area served by each of a plurality of receiver units, comprising:

a central system for distributing national content to the plurality of receiver units and for instructing the receiver units to generate local content, wherein the central system instructs the receiver units to generate local content that includes a unique ID associated with the receiver unit providing the local content; and

the plurality of receiver units, each receiver unit serving at least one geographic area wherein each receiver unit generates local content that displays the unique ID associated with the receiver unit to a plurality of end viewers served by the receiver unit;

wherein each of a subset of the end viewers served by the receiver units communicate the unique ID that was displayed and the geographic area where the unique ID was displayed to the central system and the central system determines at least one geographic areas served by each of the receiver units by associating the unique ID for each receiver unit with the geographic areas identified in the communications from the subset of the end viewers having the same unique ID.

11.-13. (Cancelled).

14. (Original) The system of Claim 10, wherein each receiver unit delivers targeted programming to the end viewers it serves based on the geographic areas served by the receiver unit.

15. (Cancelled).

16. (Cancelled).

17. (Previously Presented) The method of Claim 27, wherein the end user characteristic corresponds to end user location.

18. (Previously Presented) The method of Claim 27, further comprising:

providing targeted programming to the end users served by the distribution device based on the at least one end user characteristic.

19. (Cancelled).

20. (Cancelled).

21. (Previously Presented) A method for obtaining information to determine at least one geographic area served by each of a plurality of receiver units, comprising:

providing a unique ID for each of the receiver units;

by each receiver unit:

displaying the unique ID that identifies the receiver unit to a plurality of end viewers served by the receiver unit so that the ID is displayed on a television to each of the end viewers;

for each of at least a subset of the end viewers served by the receiver units:

requesting that each end viewer communicate information including the ID displayed to the end viewer and the geographic area where the ID was displayed to a central system;

at the central system:

receiving the information from the subset of the end viewers; and

based on the received information that includes a particular ID,

identifying at least one geographic area served by the receiver unit having the particular ID.

22. (Previously Presented) The method of Claim 21, wherein requesting that each end viewer communicate information, comprises:

requesting that each end viewer provide the information via a communications means selected from the group consisting of: a web site, telephone, mail and e-mail.

23. (Previously Presented) The method of Claim 21, further comprising:

providing targeted programming to the end viewers served by the receiver unit having the particular ID based on the at least one geographic area served by the receiver unit.

24. (Previously Presented) The system of Claim 10 further comprising a central database having an entry for each receiver unit that associates the at least one geographic area served by the receiver unit with the unique ID for the receiver unit.

25. (Previously Presented) The system of Claim 10, wherein each receiver unit stores information on the at least one geographic area served by that receiver unit.

26. (Previously Presented) The system of Claim 24 wherein the information stored in the central database for a selected receiver unit is communicated to the selected receiver unit.

27. (Previously Presented) A method for determining at least one end user characteristic associated with a plurality of end users served by a distribution device, comprising:

providing a unique ID for the distribution device;

causing the distribution device to communicate the unique ID to the end users served by the distribution device;

causing each end user within a subset of the end users to communicate information including the unique ID that was communicated to the end user and at least one end user characteristic which characterizes the end user to a central system; and

determining that the distribution device serves end users having the end user characteristics communicated with the unique ID.

28. (Previously Presented) The method of Claim 27 wherein causing each end user within a subset of the end users to communicate information comprises offering an incentive for the end users to communicate the information.